

### ABSTRACT

A system, method, apparatus, and computer program code for personalized dynamic pricing in an auction involving a plurality of participants is provided. A bid for an item is identified. A transformation function  
5 associated with the bid is then identified and applied to the bid to produce a transformed bid. According to one embodiment, a state of the auction is updated based on the transformed bid. Status data representing the state of the auction may then be generated and presented to one or more participants in the auction.